GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5442
ANSWERED ON:22.12.2000
TELECAST OF HINDI PROGRAMMES
RAMSHETH THAKUR

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether foreign TV companies are telecasting Hindi programmes especially in those countries which are having sizeable Indian population;

(b) if so, the details alongwith locations, country-wise particularly in USA and UK and accessability in regard thereto;

(c) whether the Government are making efforts to make these programmes more popular and attractive so as to ensure that they reflect the rich Indian cultural heritage and India`s advancement in technology; and

(d) if so, the details thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): The foreign television companies are not required to obtain permission from this Ministry for telecasting Hindi programmes in foreign countries. Therefore such information is not maintained by the Government.

(c) & (d): The public service broadcaster, Prasar Bharati, in its channel DD −International, carries programmes meant for Indians living abroad and to show − case India`s culture, values, traditions, modernity, diversity, technological development etc. These programmes are telecast in Hindi and English and in different regional languages.